



February 25, 2011

VIA ECFS

Ms. Marlene H. Dortch  
Secretary, Federal Communications Commission  
445 12th Street, SW  
Washington, D.C. 20554

**Re: MB Docket No. 10-91, "Video Device Competition"**

Dear Ms. Dortch:

This letter is to notify you that on February 23, 2011, the undersigned and other representatives of Samsung Information Systems America, Inc., and Samsung Telecommunications America, LLC, U.S. subsidiaries of Samsung Electronics Co., Ltd., of South Korea, gave technical demonstrations of several video networking-related technologies that are relevant to the above-entitled proceeding to FCC staff at the Commission's headquarters.

The presentation was repeated throughout the day and was open to all interested FCC staff. Approximately 100 staff from all parts of the Commission visited. Among these were Media Bureau staff, including Steven Broeckaert, Michelle Carey, John Gabrysch, Eloise Gore, Rebecca Hanson, Shabnam Javid, Walid Kassem, Michael Lance, Sean Mirzadegan, Mary Beth Murphy, Nancy Murphy, Alison Neplokh, Jeff Neumann, Bob Ratcliffe, and John Wong; Office of Engineering and Technology staff, including Donald Draper Campbell, Michael Ha, James Miller, and Alan Stillwell; and FCC Chief Technologist Douglas Sicker.

Samsung demonstrated four technologies which were previously shown at the International Consumer Electronics Show in January, 2011. All of these technologies are based upon evolving industry standards and enable consumers to receive multichannel video programming on televisions, Blu-Ray players, and other appropriately enabled devices without the need for an attached set-top box and/or remote control unit from the multichannel video service operator. These were:

- A prototype application developed with Time Warner Cable for the Samsung Smart TV platform.<sup>1</sup> The application, as demonstrated, appears alongside hundreds of others in the Samsung Apps on-screen menu; is operated through the Samsung remote control, without a set-top box or video gateway anywhere

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<sup>1</sup> The Samsung Smart TV platform for Internet-connected Samsung devices enables consumers to download and run applications from the Samsung App Store. Samsung Apps will be available in a large share of Samsung's 2011 TVs and Blu-Ray players.

in the home; and delivers both live linear channels and on-demand content via Internet streaming over a Time Warner Cable subscriber's broadband connection, through the subscriber's cable modem and home network, to the Samsung product.

- A prototype application developed with Comcast for the Samsung Smart TV platform. This application, as demonstrated, appears alongside other Samsung Apps in the on-screen menu and enables the subscriber to access Comcast programming delivered through an attached set-top box using the Samsung remote control.
- A remote user interface (RUI) implementation on a prototype Time Warner Cable server which streams programming to a TV or other device in the home network without the need for a set-top box or operator-provided remote control unit at the downstream device, using standards profiled by the Digital Living Network Alliance, including the CEA 2014 RUI standard.
- An RUI implementation on a DirecTV server which streams programming to a TV or other device in the home network without the need for a set-top box or operator-provided remote control unit at the downstream device, using an RUI standard developed by the RVU Alliance.

During these demonstrations, Samsung urged the Commission not to take any regulatory actions that would preclude or inhibit technological innovations such as those being demonstrated.

Although disclosure is not required in this proceeding, Samsung wishes to provide this letter and the attached Samsung press releases describing these technologies to your office as a reference. A copy is being delivered by e-mail to the parties listed below.

Please direct any questions regarding this notice to the undersigned.

Ms. Marlene H. Dortch

February 25, 2011

Page 3

Respectfully submitted,

/s/ **John M. Godfrey**

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# SAMSUNG SHOWCASES BREAKTHROUGH DESIGN INNOVATIONS AND SMARTER LED TV PRODUCTS FOR 2011

*New LED TVs Offer Rich and Immersive Entertainment, Ultra-Thin Bezels for Larger Screen Sizes and an Even Broader Line-up of 3D and Smart TVs*

**LAS VEGAS, January 5, 2011** – At the International Consumer Electronics Show, Samsung Electronics Co., Ltd., today unveiled new LED TV series that redefine the home entertainment experience and add a touch of refined elegance, simplicity and luxury to any home. The new smart TVs address consumers' growing need for greater choice and control over how and when they access content.

Samsung will be augmenting its extensive product lines by previewing at CES more than 40 new models with screen sizes from 19-inches to 65-inches. The new TVs offer dramatically enhanced picture quality in 2D, 3D, HD and streaming content, as well as richer connected entertainment options delivered through one of the most comprehensive offerings of apps and connected devices.

Samsung's 2011 line-up combines elegant styling with a wide range of higher-end features previously exclusive to premium sets, including 3D capabilities and improved, advanced smart TV features so that people get the most out of their entertainment experience. Select models will offer Samsung's new **Smart Hub**, which includes:

- **Search All**, which makes it easier to search for desired content on your TV and other DLNA-certified connected media storage devices, networked PC and mobile devices, and Internet and video-on-demand services.
- **Your Video**, which delivers recommendations based on a user's viewing history.
- **Web Browser**, which offers full web browsing right from your TV.
- **Samsung Apps**, the world's first HDTV-based application store, which offers a range of paid and free apps that help people connect to their various passions – whether in sports, entertainment, information, games or social networking.

Samsung will also expand the number of 3D TV models available in 2011 so more people can enjoy 3D home entertainment at affordable prices. Consumers will be able to choose from a wide range of TVs to suit any home and lifestyle needs. Several TVs sport new innovative, ultra-thin TV bezels that give consumers a larger viewing screen without increasing the size of the TV. The new bezels are the result of extensive design research, Samsung's proprietary new panel technology and innovative signal processing technology.

As the pioneer in 3D home entertainment, Samsung realized that consumers are increasingly choosing larger TV screens to fully experience immersive 3D entertainment, and today also previewed a 75-inch LED TV.

The latest TV lineup will be on display at Samsung's booth #12006 in the Central Hall at the International Consumer Electronics Show, which will be held at the Las Vegas Convention Center (LVCC), January 6-9, 2011. The LED D8000 series TV, a CES 2011 Innovations Design and Engineering Award winner, will also be on display in the Grand Lobby at the LVCC.

"As we enter a new era of immersive and inclusive entertainment, Samsung has redefined the visual elements that will make our TVs the centerpiece of any room," said Sangchul Lee, Senior Vice President, Visual Display Business at Samsung Electronics. "People want to stay connected to the relationships and information that are important to them, and our latest line-up reflects a vision where smarter technology virtually and physically connects users through shared moments in the comfort of their homes."

### **Deep Focus on Immersive and Smart Entertainment Supported by Breakthrough Engineering and Design**

As the No. 1 brand for TVs in the US and globally, Samsung led the industry in 2010 with the launch of the world's first 3D TV and today holds over 70 percent of the market share in the US. As 3D content becomes more prevalent, the company expects more consumers to opt for 3D features in their TVs. To this end, it aims to reduce the cost of acquiring a 3D entertainment system – 3D TV, Blu-ray player, 3D glasses and content – in 2011 by more than two-thirds and making 3D features available in a wider range of models.

Samsung also successfully reduced the bezel size by up to 80 percent – an engineering feat – so that the thin bezel blends in easily with the environment, almost becoming invisible to the viewer, and becomes even less of a distraction when watching 3D.

The reduction in bezel size means consumers can enjoy a larger viewing screen and wider viewing angle without having to increase the physical size of their TVs, and makes using social applications like Skype and YouTube, browsing the Web, sharing content and playing games that much more inclusive.

Samsung expects 2011 to be a watershed year for connected TV. Almost all of Samsung's new 40-inch and above 2011 TVs will offer smart TV features, making it even easier for viewers to engage their passions by accessing Web-delivered content on their big digital screens.

### **The Ultimate Entertainment Showpiece with Bespoke Design Features and True-to-Life Picture Quality**

The first thing you notice about the LED D8000 series is its barely visible 0.2" brushed metal bezel, a fine line that subtly frames the rich content on the screen and enhances the TV's light form factor. The D8000 Series continues the minimalist style of the award-winning C8000 Series and uses an improved Quad Stand to ensure ultimate harmony between the TV and its environment.



With a 240Hz refresh rate, 2 millisecond motion picture response time (MPRT) and improved LED backlight scanning, this CES Innovation Award honoree offers true-to-life 2D, 3D and HD images with outstanding clarity. In addition to the Ultra Clear Panel, the TV is the first to offer Micro Dimming Plus technologies to provide the richest, most lifelike pictures with deep blacks and pure whites.

The D8000 Series comes with Samsung's new 3D glasses and Samsung's innovative Touch Control that can also stream TV programs to its built-in 3" LCD screen, almost like a second TV, even while a Blu-ray disc is being played on the TV.

The D8000 has a built-in Wi-Fi connection and many convenient ways to manage and display content through Samsung's Smart Hub portal. The set can connect to other devices using DLNA or Samsung's patented One Foot Connection technology.

### **Setting Up Full 3D Becomes a Breeze With the World's First Auto 3D Format Setup Function**

The Samsung LED D7000 Series represents a successful balance of high technology with minimalist design aesthetics. The stunningly thin 0.2" black bezel is framed by a jewel-like transparent bezel that uses Samsung's award-winning Touch of Color™ (ToC™) dual-injection mold technology to reflect a hint of red along the crystal bezel's edge. The



Quad Stand is slimmer than the one introduced in 2010, yet its lower height manages to keep the TV stable and sturdy while maintaining an air of elegance.



Watching 3D content has never been easier – with the Auto 3D Format Setup, the TV automatically detects the encoding format (i.e. side-by-side and top-bottom) when playing 3D content and viewers can now sit back and let their smart TV configure the content for the best viewing experience.

The LED D7000 also incorporates improved backlight scanning technology and Auto Motion Plus, Samsung's proprietary frame interpolation algorithm, to create sharp 2D and 3D pictures and smooth frame transitions without blurring, even for video moving at top speeds; 3D picture quality is also improved as a result of Samsung's new 3D Peak Algorithm.

With Smart Hub, the LED D7000 Series is the ideal media center, complementing consumers' ever connected and mobile lifestyles.

### **The Ideal Value Model TV for an Immersive 3D Experience**

For the consumer looking to embrace 3D entertainment without breaking the bank, the Samsung LED D6400 Series TV is the ideal 120Hz 3D LED TV, offering stunningly clear 3D pictures with the world's best panel technology and proprietary image-improving techniques. Samsung's unique double-rate frame transition technology – the world's fastest – also reduces the picture frame transition time by 50 percent to enhance the viewing quality of 3D content.



The LED D6400 also offers Samsung's narrow bezel design to deliver a more immersive 3D viewing experience. The prism-like ToC™ thin bezel has a hint of red that is barely visible from the front, but intensifies as the viewer moves to the side to minimize distractions while watching 3D, 2D, HD or streaming content.

Samsung's 3D Peak Algorithm reduces average power consumption by about 15 percent while increasing peak brightness by 20 percent. Its unique Motion Adaptive Dimming algorithm also reduces power consumption up to 20 percent by controlling LED brightness, according to motion vectors in the picture. In addition, LED 6400 was developed using Samsung's eco-friendly design technologies and seeks to minimize its environmental footprint during its life-cycle.

CES-specific information may be found at [www.samsungces2011.com](http://www.samsungces2011.com). For more information about Samsung, including press releases, video content and product images, please visit <http://www.samsungusanews.com/>.

#### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 174,000 people in 193 offices across 66 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. Samsung is also the HDTV market leader in the U.S. Please visit <http://www.samsung.com> for more information.





## **NEWS RELEASE**

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### **SAMSUNG AND TIME WARNER CABLE ANNOUNCE COLLABORATION FOR SMART TV SERVICE AND MULTI- ROOM SOLUTIONS**

*Time Warner Cable App to be Available to the  
Company's Subscribers on Samsung Smart TV and Samsung Galaxy Tab*

**LAS VEGAS, Jan. 6, 2011**—Samsung Electronics Co., Ltd. and Time Warner Cable shared the stage today at the International Consumer Electronics Show to announce a collaboration that will allow Time Warner Cable customers to access their cable subscriptions on the Samsung Smart TV and Samsung Galaxy Tab in their homes. Time Warner Cable Chairman and CEO Glenn Britt joined Samsung Visual Display President Boo-Keun Yoon on stage during Mr. Yoon's keynote speech, where the two companies jointly announced the collaboration and demonstrated the services.

Available as an app within Samsung's application storefront, the Time Warner Cable service ultimately will give Time Warner Cable's subscribers access to all of their cable channels directly on Samsung smart TVs and Galaxy Tab in the home. All of the content can be consumed through Samsung's award-winning LED, LCD and Plasma smart TV line-up, which delivers a high-quality, visual enhanced and connected entertainment experience to the home.

In addition to watching live TV on the Smart TV and Tab, Mr. Britt demonstrated the capability for Time Warner Cable customers to access recorded content from a DVR elsewhere in the home directly on the Samsung Smart TV, without the need for a connected set-top box. This creates a multi-room viewing experience that doesn't require multiple set-top boxes in homes that have more than one connected TV.

"We are very excited to announce Time Warner Cable as our newest partner in delivering new smart TV experiences," said Boo-Keun Yoon, president of Samsung's Visual Display Business. "The era of smart TV is here, and innovative partners like Time Warner Cable, that can utilize this ground-breaking technology to deliver new entertainment solutions to their consumers, will be the first to succeed."

"We're excited to bring together Time Warner Cable's high-value content and high-quality delivery with Samsung's innovative products," said Mr. Britt. "Time Warner Cable is committed to making it easier for our customers to watch what they want, when they want, on multiple devices. We're giving customers more control than ever in ways that are simple and easy for

them. Samsung's leading technology and large base of consumers make the company the perfect partner as we deliver services that will change the way people watch TV."

The Time Warner Cable applications will be demonstrated at the Samsung booth in the Central Hall at the International Consumer Electronics Show, Jan. 6-9, 2011.

Time Warner Cable anticipates beginning to offer the apps commercially on Samsung devices later this year.

More information on Samsung's smart TV strategy and its partnership with Time Warner Cable was shared during Mr. Boo-Keun Yoon's keynote address, which can now be viewed at <http://www.samsungces2011.com>

#### **About Samsung Electronics Co., Ltd.**

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#### **About Time Warner Cable**

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located mainly in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at [www.timewarnercable.com](http://www.timewarnercable.com), [www.twcbc.com](http://www.twcbc.com) and [www.twcmediasales.com](http://www.twcmediasales.com).

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## **NEWS RELEASE**

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### **SAMSUNG AND COMCAST PARTNER TO TRANSFORM TV VIEWING ON SMART TELEVISIONS AND TABLETS**

*New Comcast Xfinity TV Experience to Launch on Samsung Smart TVs and Tablets This Year*

**LAS VEGAS, Jan. 6, 2011**—Today at the International Consumer Electronics (CES) Show, Samsung Electronics Co., Ltd., and Comcast Corporation (Nasdaq: CMCSA, CMCSK) jointly announced the companies' partnership to continue to revolutionize the way consumers access content and watch TV. For the first time on a connected TV, the new Xfinity TV service will offer a rich, Web-like interface, enabling simpler navigation and the ability to seamlessly search across linear TV, DVR recordings, and video on demand among tens of thousands of content choices. A sleek graphics-rich display will guide the viewer to their favorite programming.

The partnership also will deliver a customized and integrated multi-platform viewing experience on Samsung smart TVs and the Android™-powered Samsung Galaxy Tab. On the tablet, the Xfinity TV experience is a virtual television guide and a mobile video player all in one. Xfinity TV digital customers will be able to browse, discover and sort video content, change the channel on a Samsung smart TV in real time, and program DVRs. In addition, they can watch streaming TV programming and movies directly on the tablet, and access that content across multiple devices. The service's roadmap includes the ability to begin watching a favorite movie on the Samsung Galaxy Tab, then pause the movie and resume watching it on a Samsung smart TV from the exact moment it was paused, and vice versa.

The Xfinity TV service was unveiled today at the International Consumer Electronics Show by Comcast Chairman and CEO Brian L. Roberts during a keynote speech by Boo-Keun Yoon, president of Samsung's Visual Display Business, and will also be demonstrated at the Samsung booth in the Central Hall.

"As we begin this exciting new decade, Samsung is also launching a new era of TV technologies that will delight and amaze consumers unlike ever before," said Boo-Keun Yoon, president of Samsung's Visual Display Business. "To partner with the renowned Comcast brand enables us to deliver on our promise of giving consumers greater variety, easy access and control of the

content they discover and deliver a more immersive and entertaining experience to Comcast customers.”

Brian L. Roberts, Chairman and Chief Executive Officer of Comcast Corporation, said, “Our partnership with an industry leader like Samsung is another important step in Comcast’s plan to totally reinvent how consumers watch television wherever and whenever they want. We have the technology framework in place to deliver new features to Comcast customers faster than ever, including on connected TVs, tablets and multiple devices, which is core to our strategy and a key facet of the future of television.”

The Xfinity TV experience will be distributed later this year on the Samsung smart TVs and on the application store for the Galaxy products interacting through the Comcast set-top box, giving consumers yet another access point for discovering and connecting to Comcast Xfinity TV services. Content can be watched through Samsung’s award-winning LED, LCD and PDP TV products that reflect the company’s commitment to delivering consumers high-quality, visually enhanced and connected entertainment experiences in their home.

More information on Samsung’s smart TV strategy and Samsung’s partnership with Comcast were shared during Mr. Boo-Keun Yoon’s keynote address, which can now be viewed at [www.samsungces2011.com](http://www.samsungces2011.com).

#### **About Samsung Electronics Co., Ltd.**

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#### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communication products and services. With 22.9 million video customers, 16.7 million high-speed Internet customers, and 8.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net ([www.comcast.net](http://www.comcast.net)). Comcast also has a majority ownership in Comcast-Spectacor, which owns two professional sports

teams, the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team, and a large, multipurpose arena in Philadelphia, the Wells Fargo Center, and, through Global Spectrum, manages other facilities for sporting events, concerts and other events.

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## **NEWS RELEASE**

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### **SAMSUNG AND DIRECTV PARTNER TO DELIVER WORLD'S FIRST RVU-COMPATIBLE PRODUCTION TELEVISION**

*DIRECTV and Samsung Showcase Multi-room DVR Technology On Samsung Smart TVs*

**LAS VEGAS, Jan. 6, 2011**—Today at the International Consumer Electronics Show, DIRECTV and Samsung Electronics Co., Ltd. announced they have partnered to present the world's first RVU-compatible production televisions, which will provide more than 19.1 million DIRECTV subscribers with the ability to watch live broadcast and stored content from their DVR on Samsung smart TVs, without the need for additional set-top boxes. As founding members of the RVU Alliance, Samsung and DIRECTV are committed to providing a more seamless entertainment experience for consumers across multiple rooms and a variety of screens, through the use of standardized Remote User Interface (RUI) technology.

The RVU protocol will be supported on Samsung's LED D6000, LED D6400 and LED 6420 TV products that reflect the company's commitment to delivering consumers high-quality, visually enhanced and connected entertainment experiences in their home. A RUI technology based on industry standards such as DLNA and UPnP, RVU allows a set-top box server to provide a multi-room, complete viewing experience that includes DVR services, without the need for additional set-top boxes in homes that have more than one connected TV.

"We are very happy to be working with an esteemed satellite provider like DIRECTV and provide the world first RVU service to consumers with Samsung TV," said Boo-Keun Yoon, president of Samsung's Visual Display Business. "Products developed on RVU standards, one of the major RUI standards, will help accelerate the development of features and applications that can provide our customers with a truly customizable, immersive entertainment experience that can be enjoyed from the comfort of the home."

"The CES demonstration of the first RVU compliant television is exciting news for the industry and consumers who want a consistent, superior user experience throughout the home," said Romulo Pontual, CTO of DIRECTV. "Making DIRECTV features and content available to Samsung's televisions through the RVU server allows consumers to enjoy our innovative service without the need for additional set-top boxes. We are pleased to see our successful partnership with Samsung expand to include support for RVU in their 2011 model range."



Capable of supporting multiple connected televisions, DIRECTV's RVU server enables the UI and features to be displayed directly on those connected TVs. Under this partnership, Samsung will embed support for RVU in their smart TVs and provide its customers with the full DIRECTV experience, including DVR services, live pause abilities on all screens in the home, 200 hours worth of shared storage, picture-in-picture capabilities and the power to record up to five shows at once. Samsung's RVU-compatible TVs will be available in March 2011.

More information on Samsung's Smart TV strategy and Samsung's new partnerships were announced during Mr. Boo-Keun Yoon's keynote address, which can now be viewed at [www.samsungces2011.com](http://www.samsungces2011.com).

The Samsung RVU-compatible production TV will be on display at Booth #12006 in the Central Hall at the International Consumer Electronics Show, at the Las Vegas Convention Center (LVCC), January 6-9, 2011.

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#### **About DIRECTV**

DIRECTV (NASDAQ: DTV) is the world's most popular video service delivering state-of-the-art technology, unmatched programming, the most comprehensive sports packages available and industry leading customer service to its more than 27.6 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.1 million customers access to 160 HD channels and Dolby-Digital(R) 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET(TM), award winning technology like its DIRECTV(R) DVR Scheduler and higher customer satisfaction than the leading cable companies for 10 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 8.5 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 65 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit [DIRECTV.com](http://DIRECTV.com).

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